daraz UNIVERSITY

GUIDE TO PRODUCT MANAGEMENT

Why Should I Manage My Store?

- Daraz takes pride in being South Asia's largest online marketplace and providing millions of sellers an opportunity to create their online business. Our team supports all Daraz registered sellers

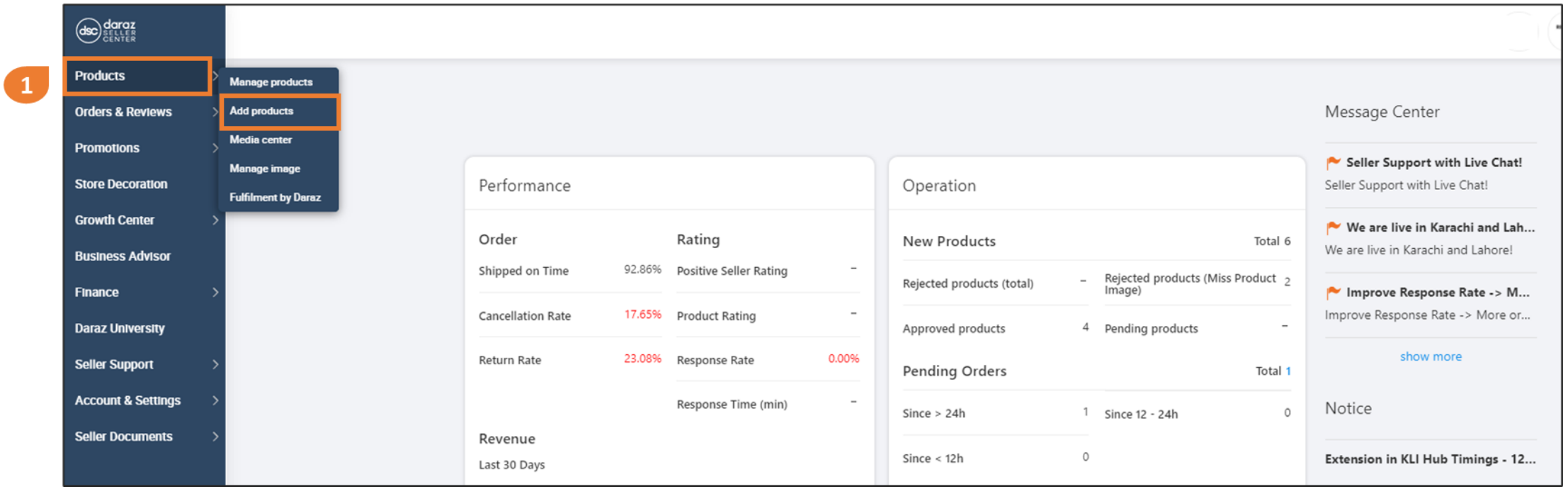
- However, being a seller on Daraz also means being independent. All sellers must take care of and manage their stores and products

- Being vigilant of how you are managing your products attracts customers and leads to smoother order processing and delivery

Product Listing

It is important to keep your store up to date with the SKUs you have by adding products in a timely manner

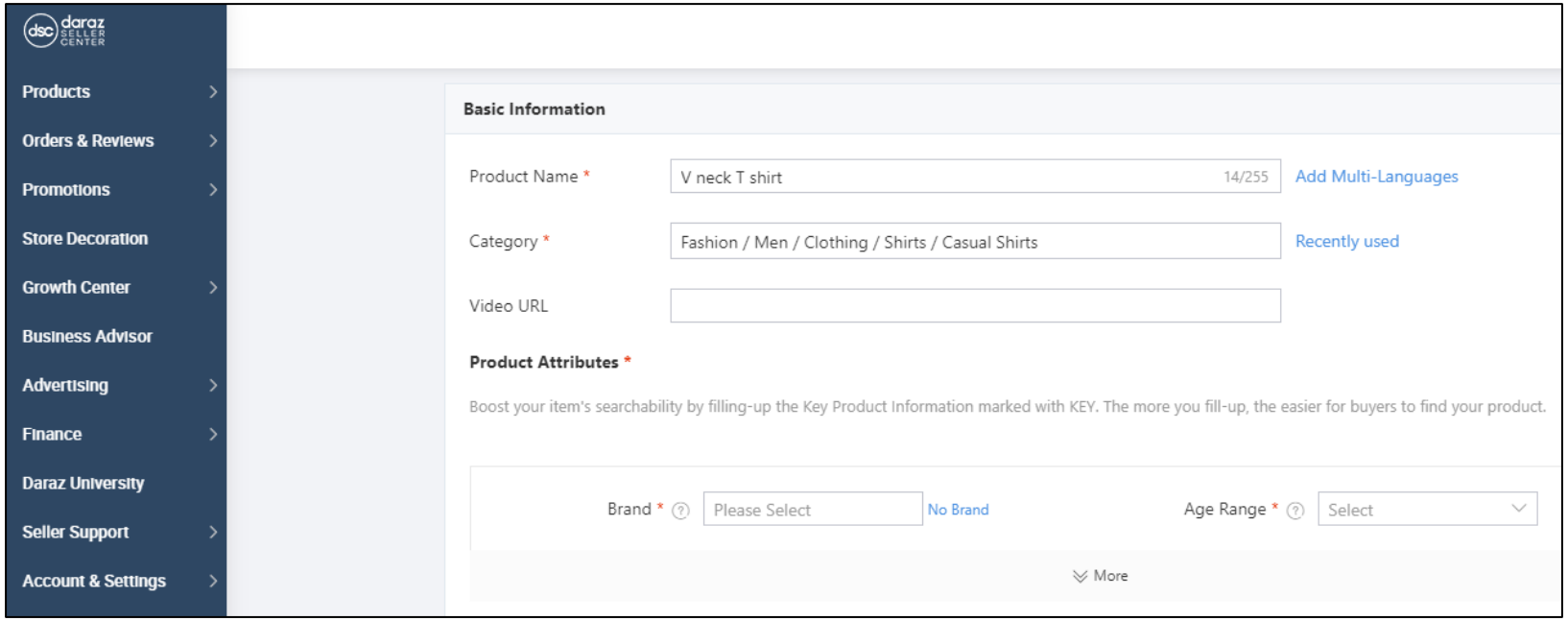
Whenever you wish to add an SKU into your store:
1. Login to the Seller Center. **Go to 'Products' Tab, Click on 'Add Products'**



How To Add Products?

On the Add Product page, sellers can fill out the details of what they are selling

After confirming all details such as product name, category, specs, description and highlights as per Daraz Guidelines, the product can be published for approval

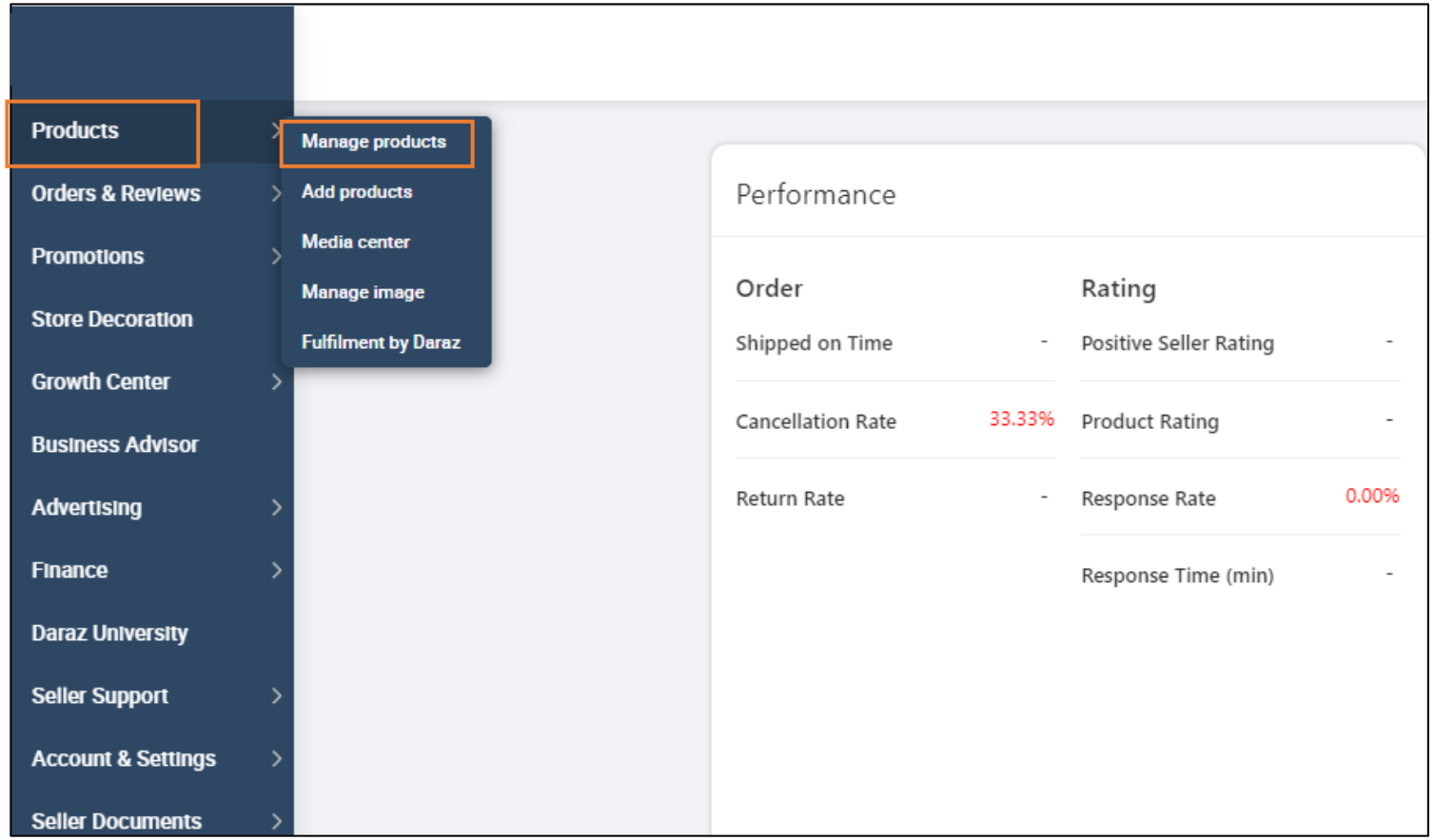


Note: For a detailed tutorial on how to Add Products, visit Daraz University

How To Manage Products?

It is important to keep up to date with the status of your SKUs and manage them routinely

If you want to view and manage your products, Log into Seller Center – Select the Products tab – Click on Manage Products



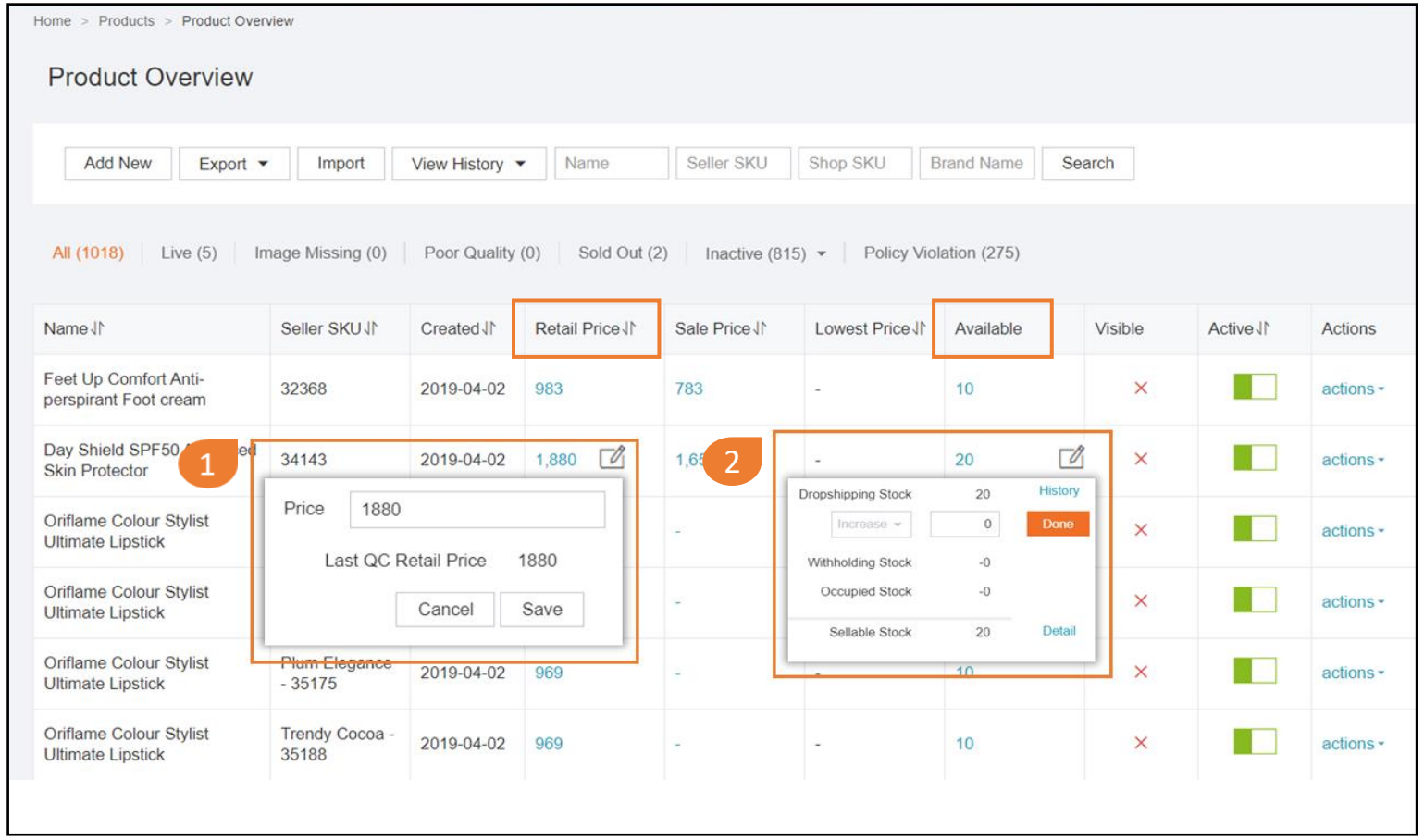
How To Manage Products?

Price & Stock Update

On the Product Overview page, you can view all your added SKUs with their relevant details

You can edit the product's;

1. Retail Price – increase or decrease the price according to what you want
2. Available – this refers to the available stock of a specific product. Keep this up to date to avoid any problems



How To Manage Products?

Editing Content

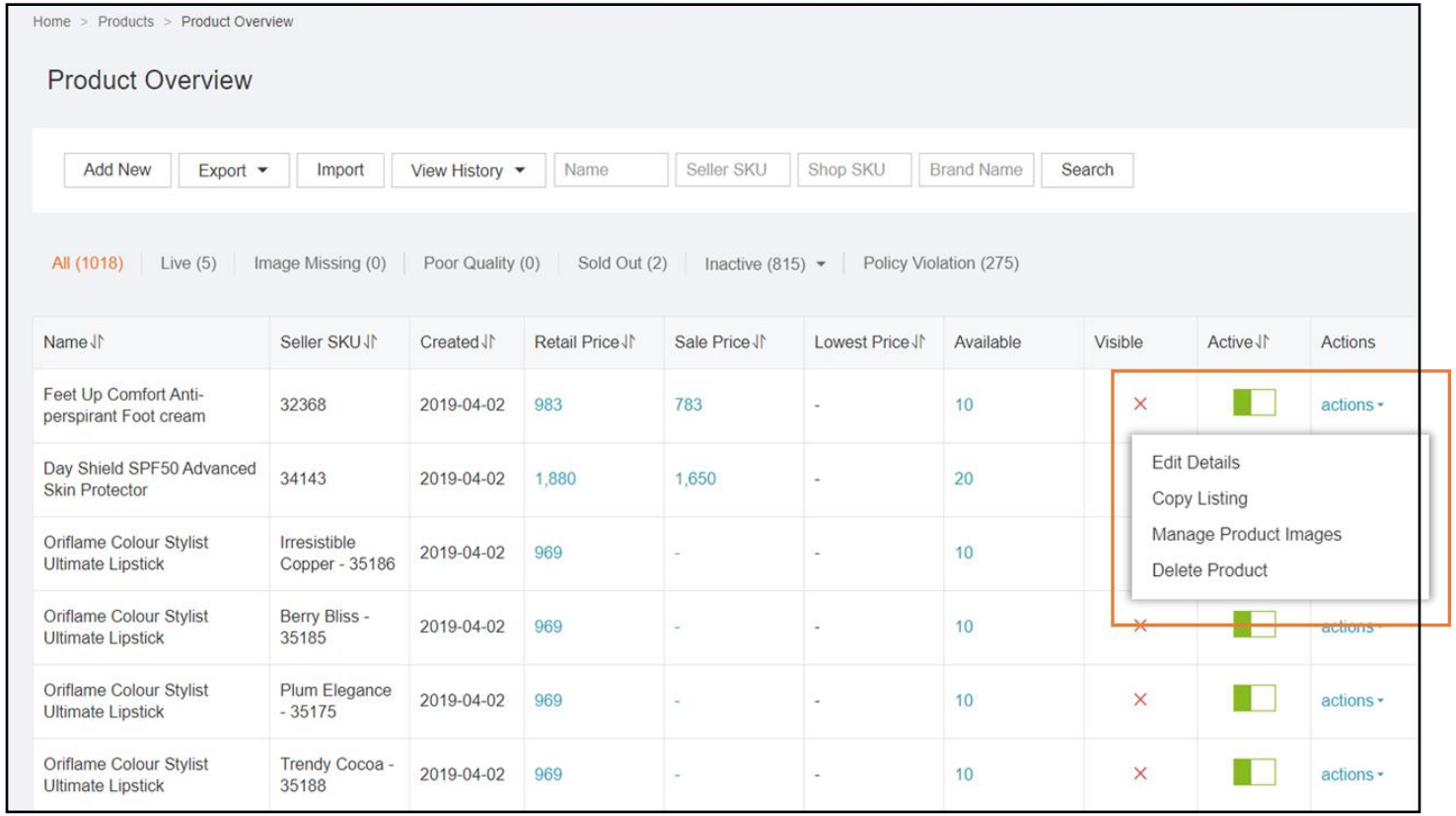
On the Product Overview page, you can also edit the content of your products

Click on Actions and select Edit Details to revise all product details such as name, description etc.

Copy Listing can be used to create similar SKUs with minor changes

Manage Product Images can be used to edit, add, delete or update product images

Delete Products removes the entire product along with all details from the list



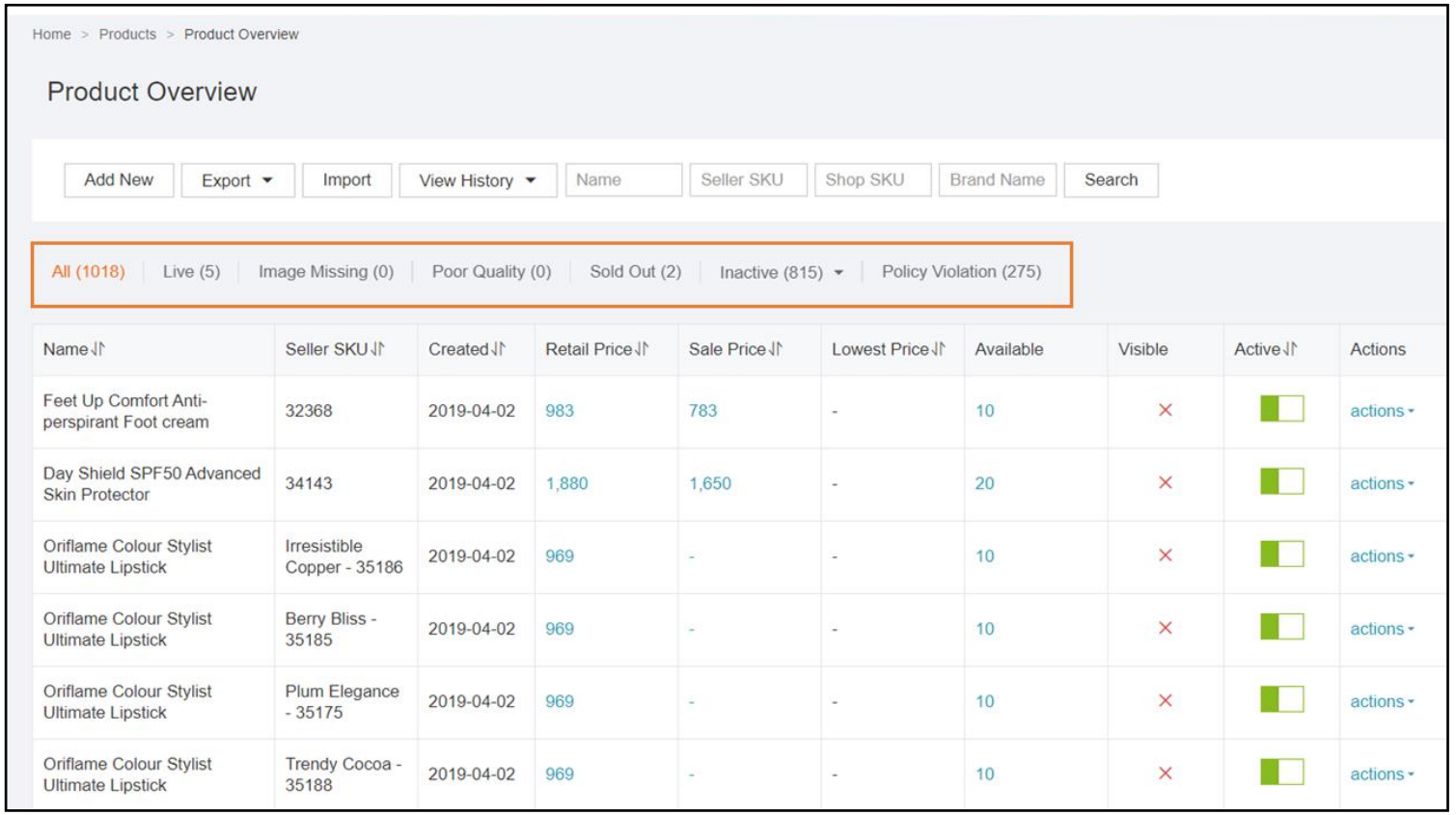
How To Manage Products?

Product Filters

On the Product Overview page, you can apply relevant filters to your products

Applying a filter will help view all your added products and their relevant status – whether approved or rejected

Refer to the next slide for a guide to filters and their meaning



Name	Seller SKU	Created	Retail Price	Sale Price	Lowest Price	Available	Visible	Active	Actions
Feet Up Comfort Anti-perspirant Foot cream	32368	2019-04-02	983	783	-	10	✕		actions
Day Shield SPF50 Advanced Skin Protector	34143	2019-04-02	1,880	1,650	-	20	✕		actions
Oriflame Colour Stylist Ultimate Lipstick	Irresistible Copper - 35186	2019-04-02	969	-	-	10	✕		actions
Oriflame Colour Stylist Ultimate Lipstick	Berry Bliss - 35185	2019-04-02	969	-	-	10	✕		actions
Oriflame Colour Stylist Ultimate Lipstick	Plum Elegance - 35175	2019-04-02	969	-	-	10	✕		actions
Oriflame Colour Stylist Ultimate Lipstick	Trendy Cocoa - 35188	2019-04-02	969	-	-	10	✕		actions

How To Manage Products?

Product Filters

Live

Products are approved & are now visible on Daraz

Sold Out

Product is out of stock in your store

Inactive

Product is offline & not visible on Daraz

Image Missing

All details are complete except for the image. Product has not gone through to QC

Poor Quality

Product has been rejected by QC

Policy Violation

Product is rejected due to breach in Daraz policy

Good Content Practices

Accurately mention the **Product Title** which is the first thing customers will see when visiting your store

Mention important **Highlights/Key Features** of the product that impacts the customer's decision

Insert all **Variations** so that customers are well aware of the selection and options

Upload **High Quality Images** to make your product and store look visually clean and consistent

Customers get a good idea of the quality of your products through **Product Details**

Daraz Policies

It is important to be aligned with all Daraz policies when listing your products on Seller Center

Click to view
Category Restriction Policy
to learn about our restricted categories, the reason for the restriction, and how you can sell items within these categories on Daraz

Click to view
Prohibited Items
to refrain from uploading prohibited products and others like them onto the website as the Quality Control team will immediately reject them

Click to view
Restricted Brands
to learn which brands are restricted to be sold on Daraz without any authorization

HOPE YOU HAVE A HAPPY SELLING JOURNEY!

For more tutorials, courses and policies,
Visit Daraz University